

Residential Registered Vendor Monthly Report August 12, 2020



Program Updates

- 1. Heat Pump Co-Op Marketing Program Extended Through June 30, 2021** – We have extended the heat pump Residential Registered Vendor Co-Op Marketing program through June 30, 2021. Since we launched the program on April 1, 2020, seven Residential Registered Vendors have taken advantage of the program. [Click here](#) to learn how heat pump Residential Registered Vendors can receive reimbursement for 50% of pre-approved marketing expenses, up to \$5,000.
- 2. More Homes Eligible for Heat Pump Rebates** – We have expanded eligibility for residential heat pump rebates to include any heated home regardless of occupancy. Previously, the requirement was the "Building is principal, year-round residence for occupants, NOT a seasonal, second, or vacation home." We have changed it to "Rebated heat pumps will be used to heat the home throughout the heating season." This allows second homes as long as they are heated, but excludes AC-only installations. [Click here](#) for the updated Rebate Claim Form.

This change does not affect low-income rebates.

- 3. Adjustments Made to Speed Heat Pump Rebate Processing** – Due to a very active spring and summer, we are experiencing longer than normal timelines for rebate processing. We are making adjustments to manage the high volume to ensure your rebate reaches you and your customers as soon as possible.
- 4. New Web Page with Resources for Residential Registered Vendors** – As part of our continuing efforts to support Residential Registered Vendors, we recently launched a [new web page](#) with links to resources including rebate information, claim forms, home energy financing information, training resources, sales collateral and more. [Click here](#) to visit the page.
- 5. Upcoming Heat Pump Installer Training Opportunities** – If you have more than one installation crew, you'll want to read this reminder.

On January 1, 2021, there will be two certification changes that apply to heat pump installation crews:

#	Requirement	Current	1/1/2021
1	USEPA Section 608	One per company	One per crew
2	Heat Pump Installer Training by an ENERGY STAR heat pump manufacturer or Efficiency Maine Registered Trainer	One per company	One per crew

You can start preparing now by sending technicians to one of these two upcoming [Heat Pump Installer Training](#) classes:

#	Dates	Location	Registration Information
1	8/17/2020 – 8/21/2020	Maine Energy Marketers Association	Click here for details
2	8/24/2020 – 8/28/2020	Maine Energy Marketers Association	Click here for details

Check [here](#) to find an up-to-date listing of approved courses.

\$500 training scholarships are available. [Click here](#) for an application.

6. **Home Energy Loans up 15%** – July's 98 loans were 15% above July of last year and fiscal year-to-date loans are up 15% over last year. If you don't already have a loan portal ID and password, you can reach our financial services provider (NEIF) by calling our Call Center (866-376-2463).

Tips

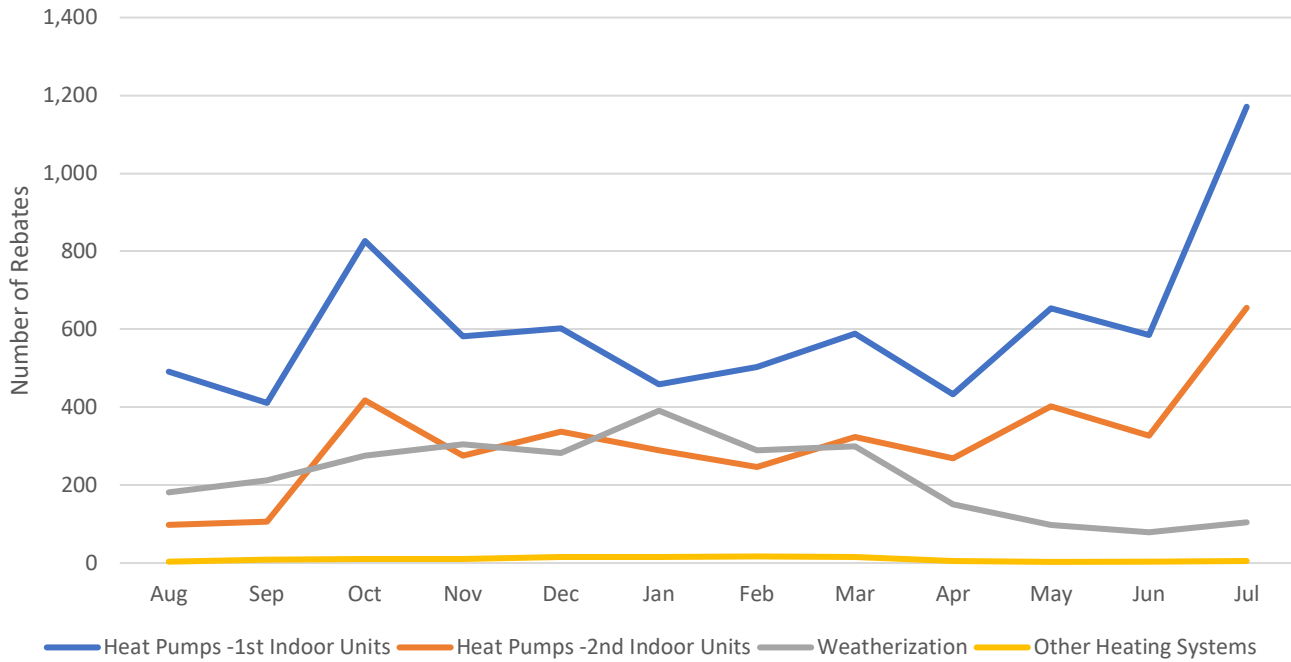
- 1) **Fact of the Month** – To date, Efficiency Maine has issued rebates for more than 23,000 completed weatherization projects.
- 2) **Sales Tool of the Month** – Please remember to discard outdated Efficiency Maine brochures whenever changes to rebate amounts or eligibility requirements occur. To be sure that you have the latest versions please check our [Residential Forms](#) web page, where you'll always find whatever is current. If you need new copies, please call our Call Center at 866-376-2463 to request a free supply.
- 3) **Tip From the Field** – Based on input from installers, QA inspectors, manufacturers and distributors, we're making two changes to our [Heat Pump Installation Requirements Checklist](#).
 1. We're changing from "Outdoor unit and line set protected from falling snow if below metal roof" to "Outdoor unit and line set protected from falling ice and snow"
 2. We're adding "Any coiled section of lineset must be horizontal"

[Click here](#) to download the latest version of the checklist.

- 4) **Rebate Processing Tip** – Please remember to use the latest version of Rebate Claim forms. To be sure that you have the latest versions please check our [Residential Forms](#) web page, where you'll always find whatever is current.

Home Energy Savings Program (HESP)

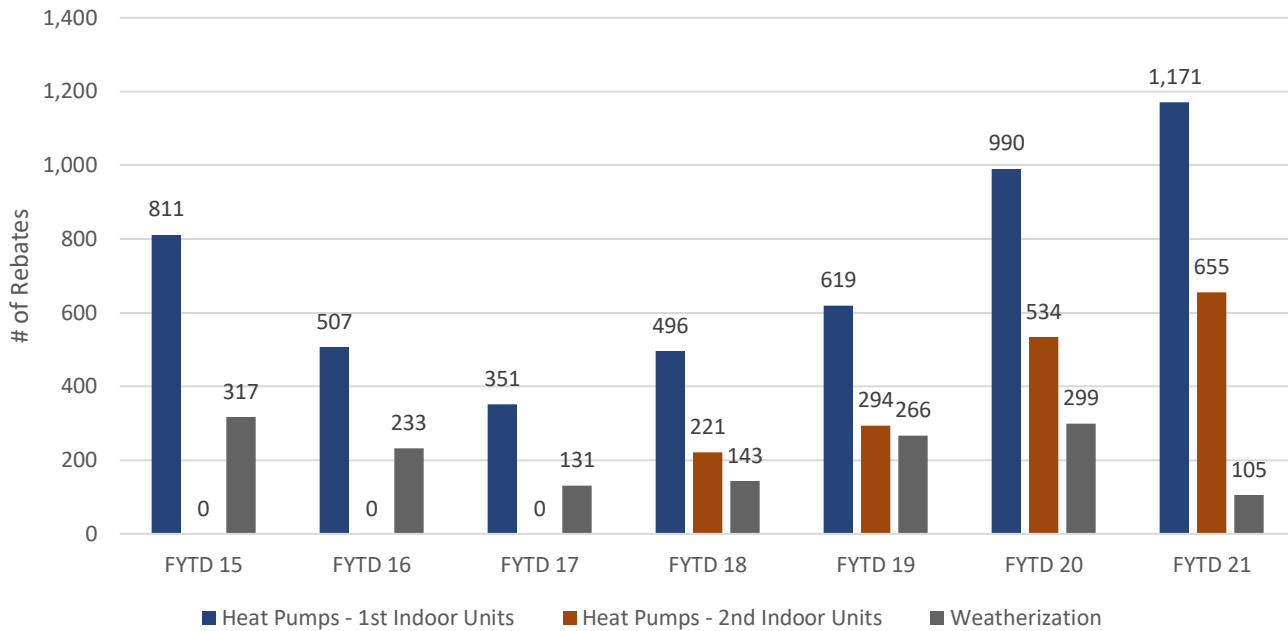
HESP Number of Rebates - Last 12 Months



HESP Number of Rebates – Last 12 Months (DETAILS)

#	HESP Rebate Type	2019					2020							Total
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
1	Heat Pumps 1st Indoor Units	491	411	826	582	603	458	504	588	433	654	586	1,171	7,307
2	Heat Pumps 2nd Indoor Units	98	106	417	275	337	289	247	323	268	403	327	655	3,745
3	Air Sealing	71	73	94	107	114	137	109	113	46	31	20	38	953
4	Attic Insulation	49	67	81	87	86	125	92	94	49	33	26	29	818
5	Basement Insulation	50	40	69	78	63	103	62	64	34	21	22	24	630
6	Wall Insulation	11	32	31	33	20	26	27	28	22	13	11	14	268
7	Geothermal HP	0	2	1	3	2	5	5	7	4	1	1	1	32
8	Pellet Boiler	4	4	8	5	12	6	7	2	1	2	3	5	59
Total		774	735	1,527	1,170	1,237	1,149	1,053	1,219	857	1,158	996	1,937	13,812

Fiscal Year-to-Date Rebate Comparisons



Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20	FYTD 21
1	Heat Pumps - 1st Indoor Units	811	507	351	496	619	990	1,171
2	Heat Pumps - 2nd Indoor Units	0	0	0	221	294	534	655
3	Air Sealing	158	113	52	64	107	104	38
4	Attic Insulation	72	66	41	47	75	94	29
5	Basement Insulation	78	37	21	20	57	78	24
6	Wall Insulation	9	17	17	12	27	23	14
7	Geothermal HP	7	5	0	1	1	3	1
8	Pellet Boiler	33	7	3	1	2	2	5
Total Measures Installed		1,168	752	485	862	1,182	1,828	1,937

Marketing Activities

We have been increasing our activity on [our Facebook page](#) to educate Mainers about the benefits of home energy upgrades and the incentives that we offer to reduce up-front costs. We invite you to check in regularly and share on your own social channels any of our posts that are relevant to your business.